



WKMG

ORDER

Flight Dates 10/31/12-11/05/12

Contract / Revision 263317 / **BROOKS, BRODEUR, HARRELL**

Original Date / Revision 10/30/12 10/30/12
Agency Com 15%

Advertiser **POL/RPOF 3 PACK//R/STR/F**
919 Prince Street
Alexandria, VA 22314

Agency **John McLaughlin & Associa**

Buying Contact **Marianne Campbell**
Sales Office PHI
Sales Region NAT
Agency Ref

Primary Account Executive
 Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Sep 00:15:00
Estimate # **657**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A50+
Rev Codes AGY POL GEN
Product Codes PL-Candidate
Priority P-2
Advertiser Ref

Order Share 100% Market Value 8400

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	6	\$7,140.00	\$8,400.00	0.00
Totals	6	\$7,140.00	\$8,400.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/05/12	6	\$7,140.00	\$8,400.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WKMG	10/31/12	11/01/12	Local 6 News 12-1230p CM Local 6 News 12-1230p	CM	12-1230p	--WT---	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
N 2	WKMG	10/31/12	11/04/12	News at 6p News at 6p	CM	6-630p	--WTF--	:30	3	\$1,400.00	P-2	0.00	NM	3	\$4,200.00
N 3	WKMG	11/05/12	11/05/12	530-6p The Insider Insider	CM	530p-6p	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 M----- 1 \$1,200.00 0.00														Totals	6 \$8,400.00